

# Mydin



## Vidyo Hones Retail Operations for Malaysia's Mydin

Mydin Mohamed Holdings Bhd is Malaysia's largest retail enterprise. Beginning as a family-run company in 1957, Mydin grew steadily over the years by delivering a wide range of good-quality products to budget-conscious consumers. By the end of 2009, Mydin had 45 stores, including wholesale and retail markets, hypermarkets, mini markets, 24-hour convenient stores and an emporium franchise. Currently, the store count has more than doubled to 95, and Mydin continues to open new stores at a brisk pace.

### CHALLENGE:

Manage explosive growth and reinforce an already strong brand in the low-margin retail industry, where fast decisions are needed to stay ahead of the competition.

### SOLUTION:

VidyoGateway  
VidyoRoom  
VidyoDesktop  
VidyoMobile on iPad2 tablets

### RESULTS:

Mydin's staff can use VidyoMobile on iPad2 tablets to communicate visually, clearly and immediately with others in the organization, leading to faster decisions and a more nimble, competitive enterprise. By cutting travel costs while allowing mobile or remotely located team members to participate fully in meetings internally, with customers and with suppliers worldwide, Vidyo delivered 100% ROI almost immediately. Vidyo's balance between quality, reliability, flexibility and affordability mirrors Mydin's core values, therefore reinforcing Mydin's strong brand reputation in Malaysia.

Two things spurred Mydin's explosive growth. First, rising inflation and food prices pushed more Malaysians toward the company's generically branded, cost-conscious lines of food, household items, soft goods and hard goods. Second, Mydin was selected by the Malaysian government to manage the stores of its new Kedai Rakyat 1Malaysia initiative, a program championed by the country's prime minister as a way to provide basic necessities at low prices. 1Malaysia allows low-income citizens to afford items such as rice, cooking oil, milk powder and diapers.

In the highly competitive, low-margin retail environment, quick action often spells the difference between success and failure. The key decision makers at Mydin knew that, more than anything else, the ability to act and respond quickly depends on timely, effective communication. And that's where Vidyo entered the Mydin story.

### Vidyo Tightens Communications at Mydin

"For an enterprise like Mydin, with multiple locations and in an aggressive growth phase, Vidyo's brand of high-quality video conferencing promotes cohesion throughout the organization," said Malik Murad Ali, Mydin's IT Director. "I will never forget my first Vidyo meeting with groups in India; the meeting was so productive we got full ROI on our Vidyo investment from just one use. Then, when I first saw VidyoMobile on an iPad2, I knew it was the perfect communications tool for our fast-paced retail environment."

As Mydin sources its products globally and its ranks of employees grow, audio calls, emails and the physical exchange of information just isn't quick and time-efficient enough for the company – especially as its number of stores increases and sites are more widely dispersed geographically throughout Malaysia.

With VidyoMobile on an iPad2, Mydin managers and executives can get a direct window into any corner of the company's operations, even while traveling. For instance, a Mydin store employee can "aim" the iPad2 camera at an area of interest – a row of cans with crooked labels, perhaps, or an effective point-of-sale signage campaign of a particular store – and use VidyoMobile to transmit high-quality, natural-looking HD images that enable managers and executives to see



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situations in real time and make immediate decisions. Similarly, a senior buyer traveling overseas can use VidyoMobile on an iPad2 to show managers back home what potential new products look like and how they perform, thus leading to wiser purchase decisions. And operations managers can share visual information that enhances quality control across all Mydin's stores.

"In this business we need to move faster than our competitors to stay ahead, and VidyoMobile on the iPad2 is a powerful tool to make possible the fast decisions that keep us nimble," said Murad Ali.

## Reinforcing the Strong Mydin Brand

Murad Ali believes that Vidyo is an ideal fit with the 1Malaysia government-supported program for the same reason Mydin was chosen as the operator of 1Malaysia stores. "We see the 1Malaysia concept as a natural fit with Mydin's commitment to corporate social responsibility for the local neighborhoods where we operate," said Murad Ali. "It is an honor for Mydin to be given the 1Malaysia responsibility, and we feel it adds tremendous credibility to the Mydin brand."

Mydin has built a strong brand in Malaysia by making high-quality goods affordable. Vidyo's exceptional solution is now an important component to this endeavor. "Vidyo proves that it's not necessary to accept trade-offs among quality, reliability, flexibility and affordability," Murad Ali says. "Vidyo provides the best communication and video conferencing platform to support our fast growth while allowing us to keep the quality high for everything we deliver."

## Vidyo Delivers Instant ROI

As well as improving communication and decision-making at Mydin, Vidyo technology also helps the company cut costs. Most of Mydin's meetings – whether to discuss promotions, problems or address overall operations – can be conducted using Vidyo, and Mydin participants have the choice of joining the meeting on VidyoConferencing room systems, desktops, laptops or iPad2 tablets from wherever they happen to be.

"There's much less need to travel now, which cuts costs directly," said Murad Ali. "Vidyo translates into real savings for Mydin, since we are so geographically dispersed across Malaysia." Murad Ali, himself, used Vidyo to attend Mydin board meetings during a time when he was sick at home. It enabled him to participate fully and easily in discussions about new store openings and other critical business. When physically traveling between Mydin sites, Murad Ali is able to easily join a monthly branch manager's meeting, for a short update, or sit in on an operations review, using either his laptop or iPad2 tablet, via Vidyo.

Murad Ali recalls a critical time when Mydin had to meet with an important supplier in Hyderabad, India. Ten Mydin participants were needed for the meeting, but only four were able to attend in person. Using an HD100 VidyoRoom system, the remaining six Mydin employees gathered around a conference table in Mydin's office in Kuala Lumpur. The Hyderabad group used a regular company laptop running VidyoDesktop, with desktop image projected onto a screen. The meetings lasted four to five hours a day over a three-day period.

"The meeting was enormously successful," said Murad Ali. "I was in the room in Kuala Lumpur, and the participants in India were so clear in HD, they looked life-like. The communication was excellent; during the all-day meetings we talked and ate as easily as if we were in the same room. It was astounding. We certainly got our money's worth from Vidyo. In fact, according to my calculations, we got 100% return on our investment from that very first meeting."